

2/20/17



Dear Valued Member,

The Rutherford County Chamber of Commerce strives to provide events, programs and services to help grow your business. We are excited to announce a new program, in partnership with CGI Communications, Inc., to create a series of professionally-produced online videos to highlight everything our community offers residents, visitors and business owners.

For many businesses, getting noticed online can be a challenge. However, **utilizing video dramatically improves visibility** and **drives more action to your website** than static pages. In addition, mobile devices have shifted the landscape of business, and the demand for video is even higher for mobile device users.

With an easily viewable interface on the Chamber's website, this video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and the businesses supporting the program.

We take every opportunity to showcase the advantages of living and working in our dynamic community, and this gives us a new platform to do so. We look forward to offering you the chance to promote your business while using the power of video.

Chris Sokal with CGI Communications will be meeting with members to provide detailed information regarding their video products, mobile video apps, and other services to enhance your online presence. If you would like to schedule an appointment, please contact him at (585) 880-0726 or csokal@cgicommunications.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Latture, III". The signature is fluid and cursive, with the first name "Paul" being the most prominent.

Paul Latture, III